



**DECISION MAKING OF CONSUMERS IN THE
CONSUMPTION OF WEDDING SERVICES WITH
SPECIAL REFERENCE TO FEMINA HOTEL**

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ABSTRACT

The first bond of society is Marriage. Marriages in India are considered a sacred occasion and are celebrated grandly. Wedding industry has received more attention in the recent past in India and it going to be very big. This industry was build to let consumers fulfill their dreams and desires of obtaining their ideal wedding. People in Trichy have become very style conscious and they want to give their best on their wedding. The rise in affluence has transformed the Indian wedding into a lavish affair. This shift has induced many star hotels to introduce wedding services in their hotels. Femina hotel is one of the star class hotels in the heart of the city which provides wedding services. This study explores the impact of various factors on decision making of consumers in the consumption of wedding services of Femina hotel in Trichy city.

Keywords: Weeding, Wedding Services, Psychological Factors and Consumer Behavior.

INTRODUCTION

The First Bond of Society is Marriage. The ceremony in which a marriage is enacted and announced to the community is called a wedding. Weeding in India is the biggest event and is considered as a sacred occasion in life of a person and is celebrated grandly. People spend extravagantly without thinking of any return to make wedding the most memorable event.

Currently, the country has a population of around 1.25 billion and considering an average family with five members, there are around 250 million families in India. With about one marriage per family every 20 years, the country averages roughly 10 million marriages every year. 30,000 couples get married in India every day approximately.

Three decades ago people hardly thought about the lavish wedding function that has now become a trend and a compulsion. Indian families spend one-fifth of their wealth accumulated on a son or daughter's wedding. Families chose a partner for their children based on economic and social standing.

Wedding industry has received more attention in the recent past in India. Wedding industry is seasonal in nature and it thrives in certain auspicious months. The industry was thus build to let consumers fulfill their dreams and desires of obtaining their ideal wedding. Currently, the Indian wedding industry is over ₹ 100,000 to ₹ 110,000 crore and is growing at 25 to 30 percent annually. The estimated cost of a wedding with no expenses separated could be between ₹ 5 lakh to ₹ 5 Core. Wedding business estimated to be worth \$38 billion a year, according to figures provided to BoF by Condé Nast India.

Hotels can overcome occupancy slump by seeing an opportunity in wedding business to build a larger stake in a lucrative market. Hotels can offer the perfect wedding venue for special day. They are designed to accommodate hundreds of people at a time and bring a number of conveniences, value-added services and other benefits that just can't get with other types of venues. Instead of paying for catering, furniture rental and AV services separately, with a hotel venue, simply one bill can be paid for all these services. Once the wedding's over, a hotel venue can also provide your guests additional entertainment and activities such as restaurants, bars, swimming pools, spas, gyms and business centers.

Hotel Femina is located in the heart of the city. It is a decent place to stay and proves be an excellent option for wedding services and banquet facilities. They offer decoration, Photography and Nadaswaram services for wedding ceremonies. Yearly 50-60 marriages take place in this hotel. As, more number of hotels have started offering wedding services, the competition has increased. To beat the competition, Hotel Femina has to be better than each of its competitors.

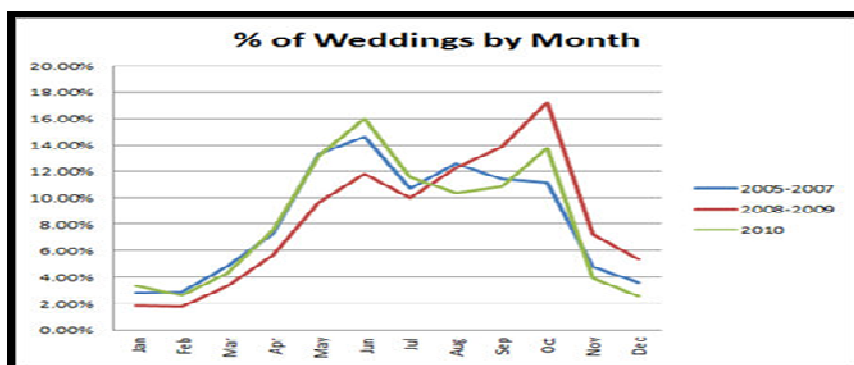
"Customer is king" so here the need to see all aspect of customer what exactly need to them arises and the real competition lies on how to satisfy the customers. If a customer doesn't like the product or service, he will tell on an average eleven more people about his experience. This illustrates the importance of ensuring customer satisfaction. Customer satisfaction research is increasingly becoming an essential ingredient of any program aimed at maintaining the existing customers and revenue, increasing the customer database and enhancing brand value. Hence, this research focuses on customer satisfaction towards wedding services in Hotel Femina in Trichy City.

This research study explores the factors that are likely to influence the decision making of consumers in the consumption of wedding services with special reference to Hotel Femina.

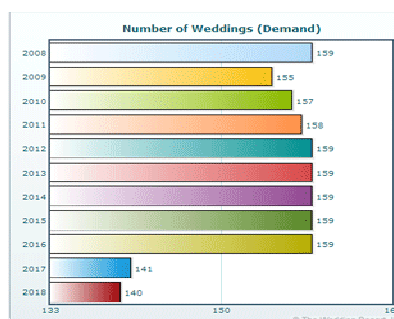
THE INDIAN WEDDING MARKET

Weddings are indeed a fascinating affair in India and are called 'Big Fat Indian Wedding' for reasons. On an average 10 million weddings take place every year. The Indian wedding industry is estimated to be a staggering ₹ 2,38,298 crore (US\$ 38 billion)—the economy of a small country—and growing at the explosive rate of 20 to 25 per cent a year. The average budget for a middle class Indian wedding is estimated to be ₹ 20.76 lakh (US\$ 34,000). Each year, around 2,000 high-end

weddings take place in India. The estimated cost of a wedding with no expenses spared could be between ₹ 5 lakh to ₹ 5 crore, in India.



Year	Number of Weddings (Demand)	Average Spending per Wedding	Total sales
2008	159	\$18,231	\$2,898,729
2009	155	\$16,903	\$2,619,065
2010	157	\$20,307	\$3,188,199
2011	158	\$19,682	\$3,109,756
2012	159	\$19,710	\$3,133,890
2013	159	\$20,294	\$3,212,436
2014	159	\$20,118	\$3,198,762
2015	159	\$20,292	\$3,212,118
2016	159	\$20,366	\$3,238,104
2017	141	\$20,466	\$2,886,706
Market Totals			\$2,881,200



THE WEDDING MARKET IN INDIA

- No. of Indian marriages in a year: Approx ₹ 1,00,00,000
- Indian wedding market worth: ₹ 100,000 to ₹ 110,000 crore
- Gold and diamond jewellery market worth: Rs 60,000 crore
- Apparel market (wedding) worth: ₹ 10,000 crore
- Durable goods market worth: ₹ 30,000 crore
- Hotel and other wedding related market worth: ₹ 5,000 crore market
- Pandal and venue decoration market: Worth Rs 10,000 crore
- Favorite honeymoon destinations: Goa, Jaipur and Udaipur
- Goa wedding cost: Between ₹ 1 crore to 1.5 crore
- Jaipur wedding cost: 1 to 2 crore
- Wedding cost in metropolitan cities: Between ₹ 25 lakh to 70 lakh
- Wedding invitation card market : Worth ₹ 10,000 crore annual
- Bridal Mehendi market in India: Worth ₹ 5000 crore Item-wise expenses on Indian weddings
- Dinner cost: ₹ 700 to 1000 per person
- Pandal decoration cost: ₹ 10,000
- Bridal designer saree/lehnga cost: Between Rs 10,000 to 50,000

- Designer shervani cost: ₹ 15,000 to Rs 40,000
- Wedding invite cost: ₹ 500 to Rs 1500 per card
- Bridal make up cost: Between ₹ 5000 to Rs 50,000
- Bridal Mehndi cost: Between ₹ 1000 to Rs 5000



OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the consumer decision making of consumers in the consumption of wedding services with special reference to Hotel Femina.

SECONDARY OBJECTIVES

1. To study the impact of socio-psychological factors on preference of venue for wedding services.
2. To find the association between budget and expenditure.
3. To investigate the relationship between preference of venue for wedding services and satisfaction.
4. To discover the impact of satisfaction with the wedding services of Hotel Femina on behavior of consumers.

LIMITATIONS OF THIS RESEARCH

This research involves a study on decision making of consumers in the consumption of wedding services with special reference to Femina hotel in Trichy city. This study incorporates data only from the families who used wedding services of Femina hotel but not from the couple who got married. This is an acknowledged limitation of this research. Having more than one approach would be the basis of more extensive research project resulting in a broader perspective.

The researcher monitored the limitation in order to prevent any issues from inhibiting the quality and reliability of the study, such as uncontrolled complexity, ambiguity, chaos, change, and unpredictability, which usually occur, especially in researches which involves general marketing (Gummenson, 2005).

Another limitation of this study was the time and resources and too narrow in terms of geographical terms. The researcher admits that few families have shifted their residence to some other place. It was difficult hard to find those families. As a result, the researcher suffered from some difficulties finding possible replacements. However, due to lack of time the sample population ended up having fifty participants only. Even so, the researcher ensured that limitation in time and resources did not have anything to do with the quality of the information because the target data was still acquired. In addition, several documents derived from the course of desk and internet researches had been considered and used in this study in order to support some theories and claims.

REVIEW OF LITERATURE

THE WEDDING CEREMONY

Wedding usually symbolizes the outcome of romantic love, and are a display of a serious lifetime commitment and devotion. Additionally, weddings mark the beginning of marriage (Leeds, 2002). Therefore, weddings represent a rite of passage for two individuals who want to make their relationship legally established in the eyes of the law and of everyone around them (Appadurai, 1997). Leeds (2002) summarized the underlying elements of a wedding to be; a tightly-bound, naturally-occurring, publicly celebrated and widely-documented event.

On a deeper delineation, a wedding is the manifestation of a couple's emotions, and therefore a type of consumer behaviour and the inner process of emotion about the product (Johnson & Mullen, 1990). The emotions of the couple lead them to plan a wedding and then make the wedding memorable. The socio-cultural context also influences the couple to have a wedding (Baron & Byrne, 1987).

However, as the wedding industry continues to evolve, gigantic differences are starting to be seen in most wedding ceremonies conducted. Basically, weddings have already been considered as one class of ritual that symbolizes the transition of a couple from one social status to another, and with reference to Edwards (1987), this class of rite has different features that can be seen through typical ideal images of social status:

- i. Explicit verbalizations such as wedding vows and speeches; and
- ii. Symbolic acts which can be found in ritual proceedings.

Due to a substantial focus provided on the social details of the wedding, it is conclusive that most weddings are now becoming more commercialized. The reason there are “commercialized wedding” is that they have changed from being simple, yet event-changing actions like focusing more on the details of the reception rather than the purpose of the wedding (“Cultural Wedding Custom and Traditions”, n.d.). The commercialization or simplification of weddings depends on the couple planning for the wedding event, because they are the ones who know what they would like their marriage to represent: a celebration of love unity or social status unity.

THEORETICAL FOUNDATION

CONSUMER BEHAVIOUR

According to Baron & Byrne (1987), consumer behavior is based on a socio-cultural context. Therefore, the factors that influence consumer behaviour are the factors present in the socio-cultural realm, and consumers make their decisions through the influence of such factors. Consumer

behavior can be observed by consumers' reactions and/or satisfactions to the products or services they had purchased.

Focusing more on the factors influencing consumer behavior towards a product or service, some market analysts identified that the following are just some of the primary influential factors for the consumers:

SOCIAL FACTOR

Social influence was said to be one of the determinants of consumer behaviors because consumers have a tendency to go along with or argue with issues that have something to do with their buying decisions (Burnkrant & Cousineau, 1975). In addition, Brown (2007) stated that this factor is associated to consumer behavior because it is natural for the consumers to take advice or opinions from other members of society other than the family, such as friends, social class peers, and officials.

Moreover, Calder & Burnkrant (1977) pointed out that sociological influence in a form of interpersonal factor is widely recognized as one of the major determinants of consumer behavior. Social influences are not new to the wedding industry because most of the time couples, especially brides-to-be, are consulting external parties in order to acquire ideas and suggestions on how to enrich the context and design of the wedding celebration. By simply reading bridal magazines, watching bridal shows, or even reading from online wedding business websites, consumers are already conducting a so-called social consultation which only shows the acceptance for social influences. Therefore, marketers would have to consider the likelihood of this social influence to ensure that marketing strategies would truly satisfy the ever-changing behaviour of the consumers.

CULTURAL FACTOR

Culture according to Deshpande & Webster (1989) is very influential in tradition-based events like weddings. Practically, the reason why there are different forms of wedding celebrations is because people come from different culture and ethnic backgrounds. Since culture pertains to a group's way of life, it is important for them to follow and emphasise it on any occasion, as much as possible. Cultural influence is reflected through the impulsive buying behaviour of the consumers, which then encompasses certain characteristics like normative influence, emotional suppression, self-identity, and postponement for instant gratification (Kacen & Lee, 2002). However, by integrating these to establish a much clearer view on its relationship to consumers' buying behaviour, it can be seen that overall, consumers are influenced by two factors: the regional level factors (or the so-called individualism-collectivism) and the cultural difference factors (or the independent-interdependent self-concept) (Kacen et. al, 2002).

PSYCHOLOGICAL FACTOR

To some extent, psychological factors pertain to the concept implying that consumers are accustomed to a freedom of choice with products or services they need from a variety of alternatives (Clee & Wicklund, 1980). Consumer psychology has already had much research. However, most of it is focused on cultural differences in consumers, since cultural factors are somewhat connected to consumer psychology (Maheswaran & Shavitt, 2000) which has been revealed through methodological and conceptual issues that are central to cross-culture. Connecting this concept in

consumer psychology towards the emergence of venues for weddings, it can be concluded that customers have the authority to choose from a range of wedding venues available to them, regardless of outside influences, be it cultural or social. This is strengthened by the fact that consumer psychology pertains to how they think, feel, select, and reason whether there are alternatives (Perner, n.d.).

PERSONAL FACTOR

Personal factor refers to the personal values of the consumers that could determine their behavior. With reference to Dholakia (1979), personal influence is one of the major determinants of consumer behavior aside from the social and cultural factors because of its extra-personal persuasion and intra-personal influence. This could be illuminated in circumstances where positive emotions of the consumers towards a product or service indicates positive effects on consumers' impulsive behavior, which also means a positive impact on product or service marketing. As a matter of fact, personal values stood out as the most important factor that all marketers would have to understand, because it reflects several disciplines, which, according to Vinson (1977), include:

- i. Anthropology, which focuses on the interest of lifestyles and cultural patterns (i.e. using other cultural wedding styles in New Zealand);
- ii. Sociology, which focuses on the ideologies and customs that could trigger support or arguments (i.e. choosing a themed wedding over a traditional setting); and
- iii. Psychology, which includes the examination of values from attitude standpoints and personal motives that directly influence consumer behaviour, especially during the course of decision-making.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design refers to the paradigm used in order to systematically obtain necessary data, with respect to levels of prior theory, guidelines for realism data analysis (Sobh & Perry, 2006), and other relevant elements as required by the study.

RESEARCH APPROACH

In search of a research approach that will correspond to the chosen research design, two choices were encountered by the researcher: the inductive and deductive approach.

The deductive approach is considered applicable to qualitative design because this approach can be used as a basis for exploring the relationship between a social research and theory. However, one conflict that can arise is that it is driven by hypothesis testing (Bryman, 2000). This approach is commonly used for identifying whether the study will reject or accept the hypothesis. Since hypothesis testing is not applicable in this study, it only indicates that a deductive approach is disregarded and that its counterpart was used instead.

The inductive approach was employed in this study because its process allows the researcher to draw theories and interpretations from non-statistical data derived from the period of interviews, document reviews and desk researches (Thomas, 2003). In addition, the inductive approach allows the researcher to:

- i. Conduct reduction on extensive and varied raw data to transform it to a summary format;

- ii. Build a link between the summary findings and research objectives without sacrificing the transparency of the results; and
- iii. Establish a reliable framework that will depict the structure of process and
- iv. Experience from the raw data (Thomas, 2003).

DATA COLLECTION

Basically, the framework of this study consists of three parts: exploration, interpretation, and conclusion. In order to proceed with the last two parts, exploration or investigation of the subject-at-hand must be conducted by using appropriate data gathering tools. For this study a structured questionnaire has been used by the researcher because it allows the researcher to gather different facts and ideas from questions focusing on a specific situation. Therefore, the questionnaire consists of open-ended as well as closed ended questions after reviewing literature on wedding, wedding ceremony and consumer behavior.

QUESTIONNAIRE

This tool minimized the distance between the researcher and the subjects, which is why the researcher managed to determine target information like factors influencing the demand for wedding venues. By using this, the researcher has been able to gain a deeper understanding of the aspirations, motivations, and decision-making process of the families who conducted wedding for their son's/daughter's in the consumption of wedding services with special reference to Femina Hotel. In detail, a structured questionnaire is one of the most common data collection techniques for collecting both qualitative and quantitative data because it considers the notions of people about a particular event or phenomenon (Darlington et. al, 2002).

DESK RESEARCH

The questionnaire served as the primary source of data for this study. Therefore, if there is a primary then there should be a secondary source in order to serve as supportive information to any theory or claim which may arise from the primary source. Desk research was deemed to be the most popular instrument for obtaining secondary research, and this has been supported by Crouch & Housden (2003). Desk research enables the researcher to make reference to published materials written by first-hand authors, which actually make the researcher the secondary user of information that can worked on at the desk. Moreover, this qualitative-in-nature research technique was considered to be one of the lowest-expense techniques because the researchers only conducts the research in libraries or even at home, where they can read and analyse published materials. However, though this technique requires less expense compared to any other research-gathering techniques, It does not mean that data derived from this is lesser in quality. Desk research exposes the researcher to huge amount of resources, so quality can be listed in the researcher's least concern. Even though desk research is for support purposes only, it does not mean that it is no longer the centre information at all. Information from desk research is also vital because this is also used in comparative procedures that can arise once the researcher has established an argument or assumption during the course of interpretation.

SAMPLE

The researcher intended to gather information on what are the socio-economic factors and preferences in terms of style, format, size of wedding and venue for weddings. Therefore,

questionnaires were distributed to the families who celebrated wedding functions of their son’s or daughter’s to collect information in a complete package.

Thus, the sample population of this study consists of 50 families who conducted their daughter’s or son’s wedding in Hotel Femina of Trichy. As has been mentioned, the researcher chose this wedding venue because it is in the heart of the city and the most experienced when it comes in organizing weddings. On the other hand, due to conflicts in opinion, six of the fifty respondents withdrew their participation.

SAMPLING METHODS

Convenience sampling was employed in this study. The researcher found it more suitable since the respondents had willingly volunteered to give their opinion to the researcher. Basically, the researcher started the sampling by approaching a list of well-known families and then worked down to the least-known ones. Moreover, the chosen families had been short-listed through database available in the Hotel records, with the assistance of the manager of Hotel Femina.

HYPOTHESIS

- a. There is no significant difference between bride and bridegroom with respect to preferences.
- b. There is no significant difference between budget and expenditure.
- c. There is no significant relationship between preference of venue for wedding services and satisfaction with the wedding services of Hotel Femina.
- d. There is no significant relationship between satisfaction with the wedding services of Hotel Femina and behavior of consumer.

DATA ANALYSIS

Taking into account the short time frame of this research study, data analysis was undertaken immediately once all the filled in questionnaires were received. For analyzing the collected data SPSS 20 software was used. The techniques used to analyze the data were Percentage analysis, One way ANOVA, paired t-Test and chi-square test.

Data Analysis Demographic Analysis

Demographics		Bride or Bride Groom		Total
		Bride	Bride Groom	
Age	>30	4	5	9
	30 – 35	18	16	34
	Over 35	7	0	7
Total		29	21	50
Education	Below 10th Standard	0	1	1
	Undergraduate	3	3	6
	Post Graduate	24	13	37
	Diploma	2	4	6
Total		29	21	50
Religion	Hindu	5	0	5
	Muslim	7	14	21
	Christian	17	7	24

Total		29	21	50
Employment	Government	2	0	2
	Private	2	3	5
	Business	18	12	30
	Others Specify	7	6	13
Total		29	21	50
Marriage	Arranged	22	17	39
	Love	7	4	11
Total		29	21	50

The above table shows the demographic details of bride and bridegroom collected from the families who have arranged their son’s / daughter’s marriage in Hotel Femina.

T-TEST

DIFFERENCE BETWEEN BRIDE AND BRIDEGROOM WITH RESPECT TO PREFERENCES

Ho: There is no significant difference between bride and bridegroom with respect to preferences.

H1: There is significant difference between bride and bridegroom with respect to preferences

Preference of venue	Bride or Bride Groom	N	Mean	Std. Deviation	t	Sig.
	Bride	29	4.03	1.973	.152	.167
	Bride Groom	21	3.95	1.746	.155	

Since the P value is greater than 0.05, null hypothesis is accepted at 5% level of significance. Therefore there is no significant difference among the bride or bride groom in selecting the venue for marriage.

CHI-SQUARE TEST

IMPACT OF SATISFACTION WITH THE WEDDING SERVICES OF HOTEL FEMINA ON BEHAVIOR OF CONSUMERS

Ho: There is no association between association between budget and expenditure of the consumer.

H1: There is association between association between budget and expenditure of the consumer.

	Budget	Expenditure
Chi-Square	3.640 ^a	1.480 ^a
df	2	2
Sig.	.162	.477

0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.

Since the P value is greater than 0.05, null hypothesis is accepted at 5% level of significance. Therefore there is no association between association between budget and expenditure of the consumers.

ANOVA

RELATIONSHIP BETWEEN PREFERENCE OF VENUE FOR WEDDING SERVICES AND SATISFACTION

Ho: There is no significant relationship between preference of venue for wedding services and satisfaction with the wedding services of Hotel Femina.
 H1: There is significant relationship between preference of venue for wedding services and satisfaction with the wedding services of Hotel Femina.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.514	5	3.703	4.253	.003
Within Groups	38.306	44	.871		
Total	56.820	49			

Means for groups in homogeneous subsets are displayed. Harmonic Mean Sample Size = 7.175.

Since the P value is 0.00, null hypothesis is rejected at 5% level of significance. Therefore there is significant relationship between preference of venue for wedding services and satisfaction with the wedding services of Hotel Femina..

PAIRED T-TEST

RELATIONSHIP BETWEEN SATISFACTIONS WITH THE WEDDING SERVICES OF HOTEL FEMINA ON BEHAVIOR OF CONSUMERS

Ho: There is no significant relationship between satisfaction with the wedding services of Hotel Femina and behavior of consumer.
 H1: There is no significant relationship between satisfaction with the wedding services of Hotel Femina and behavior of consumer.

	N	Mean	Std. Deviation	t	Sig.
Satisfaction	50	3.94	1.077	18.064	.000
word of mouth promotion	50	.56	.501		

Since the P value is 0.00, null hypothesis is rejected at 5% level of significance. Therefore there is significant relationship between satisfaction with the wedding services of Hotel Femina and word of mouth promotion.

FINDINGS

In a single wedding even the significant factors range from accommodation and food services to retail, transportation, and professional services, the industries involved in organizing are

involved. For industries with a high revenue concentration associated with weddings (such as Hotels), the success of their business is linked directly to the economic and social trends affecting wedding spending.

1. Most of the respondents were the parents of bride/bridegroom at the between 25-35 years. Highest level of education completed by the respondents children were post graduates. Majority of the marriages conducted in Hotel Femina were from Christian community followed by muslims. Most of them were business men gone for arranged marriage. Most of the marriages were undertaken by Hotel Femina were for bride.
2. Majority of the respondents family income was between `300000-600000. Budget planning for the weddings of most of the families was between `300000-600000. The expenditure occurred in wedding was above `600000 for many families.
3. Most of the respondents celebrated marriage in Hotel Femina. Many respondents say that it was the decision of family to choose Hotel Femina as the venue for marriage and majority of them said it was the location which attracted them for selecting this venue. Many said that they have chosen this venue because the size of guest was between 100-200.
4. More than half of the respondents agreed that their decision making to choose Hotel Femina as the venue for celebrating marriage was associated with the following factors, family tradition, self image, social convention, opinions and past experiences
5. Majority of the respondents strongly agreed that they are satisfied with the wedding services of Hotel Femina while 22% of the respondents were dissatisfied. The statistics indicate that the respondents were reasonably happy with the wedding services of Hotel Femina.
6. 36% of the respondents are strongly agree that they are ready to give word of mouth promotion about the wedding services in Hotel Femina.
7. No wedding planners in Hotel Femina.
8. As large number of marriages takes place on few selected dates, this give rise to the possibility that The hotels may not be able to capture additional market share.
9. The service tax is applicable on services rendered. It is also applicable on other related activities like catering, decoration, flowers. This additional burden in nature of service tax may act as a setback.

SUGGESTIONS

1. For attracting more customers in this field, wedding planners can be arranged in Hotel Femina.
2. In house staff can be trained to be wedding planners so that a complete package can be offered.
3. Rooms can be discounted to encourage more members for stay.
4. Hotel can specialize in ethnic marriage by becoming familiar with different customs.
5. Make the hotel one-stop shop for both bride and bridegroom.
6. In collaboration with more wedding planners, designers, caterers, floral experts, luxury car-rental services and hotels work ethics can be brought in.
7. Events can be organized in weddings.
8. Intellectual Property Rights (IPR) can be introduced.
9. Green weddings can be organized.
10. Ancillary wedding business such as dinners and post wedding breakfast can be pursued.

CONCLUSION

Due to transmission of wedding from romantic event to commercialized event wedding consumption is being viewed in terms of rational factors instead of regarding it as emotional. This study aims to understand the impact of the socio-economic factors in the decision making of consumers in the consumption of wedding services is the central issue of the study. The socio economic factors have been related to the behavior but it is not clear whether these factors influence the consumption of wedding services a positive or negative direction.

FUTURE RESEARCH DIRECTION

Factors influencing the demand for themed wedding packages, comparison of traits and habits of consumers and pattern recognition could be proposed to study in future. Online survey can be conducted. Wedded couple can be approached to collect the data.

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